

## PRIVACY NOTICE & CONSENT FORM FOR WEBINAR PARTICIPANTS

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### PRIVACY NOTICE

This Privacy Notice (“**Notice**”) sets out the basis which ECMS Ltd. (the “Company”), may collect, use, disclose, transfer and process personal data of our webinar participants in accordance with the Personal Data Protection Act, B.E. 2562 (“**PDPA**”).

#### **Categories of Personal Data**

“Personal Data” means any information relating to a person, which enables the identification of such person, whether directly or indirectly, and may include but are not limited to your name, surname, email address, phone number, country where you are based, company name, job title, video and audio recordings (that may be recorded during webinars) (“**Personal Data**”).

#### **Purposes of Personal Data processing**

Your Personal Data will only be collected, used, disclosed, transferred and processed to the extent necessary for the following purposes:

- To create a profile for your attendance at the webinar "Features of Experiment Data Analysis Tools and How to Utilize AI and Methods" (the "Webinar").
- Verifying your identity.
- To analyse attendance information and maintain records.
- Reporting attendance information and participants' details to the Hitachi group.
- To send you communications about promotional products or services, upcoming webinars and seminars, and marketing newsletters. (Please note that the Hitachi group may contact you directly regarding the goods and services that they can provide.)
- Performing obligations in connection with the Hitachi group's provision of the goods and/or services requested by you.
- Responding to, handling, and processing queries, requests, applications, complaints, and feedback from you.
- Managing your relationship with us.
- Complying with any applicable laws, regulations, codes of practice, guidelines, or rules, or to assist in law enforcement and investigations conducted by any governmental and/or regulatory authority.
- For Customer Relationship Management (“CRM”).

#### **Impact if the Company does not receive your Personal Data**

Without the Personal Data requested above, the Company will not be able to register you for your selected Webinar.

If you choose not to consent to the use of your Personal Data for marketing purposes, you will not be able to receive information from the Hitachi group companies that can provide your company with the relevant goods and services that you may be interested in.

#### **Disclosure or transfer to third parties**

To achieve the abovementioned purposes, your Personal Data may be disclosed or transferred to the following categories of third parties, both domestic and overseas:

Category of recipient(s)	Country/ Countries	Purposes of transfer
Hitachi group companies that are positioned to provide goods and services to your company where you are based.	Japan, Singapore, Thailand, Malaysia, Indonesia	For Hitachi group companies that are positioned to provide goods and services to your company where you are

		based to communicate with you regarding the goods and services that they can provide.  For Hitachi group companies where you are based to provide you with relevant goods and services.
Hitachi's CRM system provider(s) (i.e. Salesforce, Inc./ Salesforce affiliates)	Various countries	Storage and organisation of your contact details to co-ordinate and streamline marketing efforts to you.
Hitachi's parent company	Japan	Reporting and co-ordination purposes.

In the case where the Personal Data will be transferred outside Thailand, the Company will comply with the PDPA including but not limited to ministerial regulations, notifications, interpretations, other regulations issued under the PDPA or other applicable laws.

Apart from the recipients mentioned above, the Company will keep your Personal Data with strict confidentiality and will not disclose or transfer it to any third parties unless the Company has express consent from you, or specific instructions from competent officials.

#### **Retention period**

The Company will retain your Personal Data for a period of two (2) years unless you have entered into ongoing transaction with the company, after the completion of Webinar and will destroy it immediately once the retention period has elapsed. The Company undertakes that your Personal Data will be retained in a secure location, accessible only to authorised persons.

However, please note that where the Company discloses your Personal Data to relevant Hitachi group companies, the Hitachi group will also have a record of your Personal Data which they will retain in accordance with their own personal data protection policies and the relevant applicable laws. Where you act as your company's representative to engage a Hitachi group company regarding their provision of goods and services, your Personal Data may be retained by that Hitachi group company throughout the period of your engagement or transaction with that Hitachi group company and possibly for a longer period depending on applicable laws.

#### **Your rights under the PDPA**

1. Request access to and obtain copy of the Personal Data related to you, which is under the responsibility of the Company or to request the disclosure of the acquisition of the Personal Data obtained without your consent.
2. Receive the Personal Data related to you from the Company if the Company arrange such Personal Data to be in the format which is readable or commonly used by ways of automatic tools or equipment and can be used or disclosed by automated means.
3. Object the collection, use or disclosure of the Personal Data related to you.
4. Withdraw your consent by requesting the Company to erase or destroy the Personal Data or anonymize the Personal Data to become anonymous data which cannot identify the data subject.
5. Request the Company to restrict the use of the Personal Data.
6. Request the Company to remain the Personal Data accurate, up-to-date, complete and ensure that the Personal Data is not misleading.

#### **Withdrawal of consent**

1. The consent that you provide for the collection, use and disclosure of your Personal Data will remain valid until such time it is being withdrawn by you in writing. You may withdraw consent and request us to stop collecting, using and/or disclosing your personal data for any or all of the purposes listed above by submitting your request in writing or via email to our Data Protection Officer at the contact details provided below.
2. Upon receipt of your written request to withdraw your consent, we may require reasonable time (depending on the complexity of the request and its impact on our relationship with you) for your request to be processed and for us to notify you of the consequences of us acceding to the same, including any legal consequences which may affect your rights and liabilities to us. In general, we shall seek to process your request within 30 calendar days of receiving it.
3. Whilst we respect your decision to withdraw your consent, please note that depending on the nature and scope of your request, we may not be in a position to continue providing our goods or services to you and we shall, in such circumstances, notify you before completing the processing of your request. Should you decide to cancel your withdrawal of consent, please inform us in writing by contacting our DPO at the contact details below.
4. Please note that withdrawing consent does not affect our right to continue to collect, use and disclose personal data where such collection, use and disclose without consent is permitted or required under applicable laws.

### **Contact information**

If you would like to exercise your rights under the PDPA, including your rights to access or correct your Personal Data, or to withdraw consent, please contact us at the following details:

Name of ECMS Ltd.'s DPO: Shivut Teshoyabutr

Phone: +66-93-582-1889

Contact: [ecms.co.th/en/contact-en/](https://ecms.co.th/en/contact-en/)

### **Data security measures**

ECMS takes the following security measures when operating its website.

- We limit access to the server from external sources only for those protocols that are strictly necessary to provide the service.
- We protect against unauthorized access by means of a virus detection system, etc.
- Communications are protected by SSL encryption protocols.

For services other than the website provided by ECMS, ECMS will take necessary and appropriate organizational and technical measures to ensure data security for each type of service.

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